



The linked image cannot be displayed. The file may have been moved, renamed, or deleted. Verify that the link points to the correct file and location.

Minutes...

FIGUEROA CORRIDOR PARTNERSHIP BOARD OF DIRECTORS MEETING 12:00 PM, Tuesday, December 16, 1999

BOARD OF DIRECTORS	PRESENT	ABSENT
<i>Darryl Holter</i>	✓	
<i>A. Bingham Cherrie</i>	✓	
<i>Eska Wilson</i>	✓	
<i>James R. Gilson</i>		✓
<i>Margaret Farnum</i>	✓	
<i>Eloise Helwig</i>	✓	
<i>Steve Needleman</i>		✓
<i>Andy Stamatina</i>		✓
<i>Veronica Becerra</i>	✓	
<i>Diana Price</i>	✓	
<i>Scott Dobbins</i>		✓
<i>Tony Villari</i>		✓
<i>David Nisenbaum</i>		✓
<i>Steve Miller</i>	✓	
<i>Father David Pansini</i>		✓
<i>Albert Salah</i>	✓	
<i>James Meyer</i>		✓
<i>Maria Lyons</i>		✓
<i>Fred Yadegar</i>	✓	
<i>Peter W. Dauterive</i>	✓	
<i>Alex Guillon</i>		✓
EX-OFFICIO DIRECTORS	PRESENT	ABSENT
<i>Robert Taylor, Deputy Chief, USC Public Safety</i>	✓	
<i>David Roberts, Field Representative, CD 9</i>		✓
<i>John Sheppard, Field Representative, CD 8</i>		✓
<i>Clifford Green, Chief, Exposition Park Public Safety</i>		✓
<i>Michael Chambers, Captain, Southwest Division, LAPD</i>		✓

STAFF MEMBERS/GUESTS	PRESENT	ABSENT
<i>Ashod Mooradian, Executive Director</i>	✓	
<i>Leticia Rodriguez-Campos, Executive Assistant</i>	✓	

I. CALL TO ORDER

A. Darryl Holter convened the meeting at 12:18 p.m.

The **Figueroa Corridor Partnership** is responsible for the daily management and promotion of the Figueroa/Flower Corridor, linking downtown Los Angeles to Exposition Park. The Partnership is committed to its' development as a safe, clean economically vibrant and aesthetically pleasing environment in which to conduct business, continue an education, visit a museum, attend a sporting event, worship or reside.

3982 South Figueroa Street,

Suite 207

Los Angeles, California 90037

tel

213.746.9577

fax

213.746.7876

II. APPROVAL OF MINUTES

Margaret Farnum moved to approve the November 9, 1999 Board of Directors meeting minutes. Peter Dauterive seconded the motion, which passed. *(Eska is sending amendments for the November 9, 1999 minutes regarding the financial report.)*

III. FINANCIAL REPORT *(Eska Wilson)*

Eska Wilson reported on the financial condition of the Figueroa Corridor Partnership and distributed a Treasurer's report current as of November 30, 1999. Eska reported that 83% of the maintenance and 91% of the administration budget have been expended. Also, marketing spending is lower than expected since the proposals are still in process and that leaves the budget at 27% expended. Security spending is at 66% of budget because Wells Fargo has not sent some invoices.

MOTION: To accept the Treasurer's report.

Moved by: Diana Price

Seconded by: Fred Yadegar

Vote: passed

IV. COMMITTEE REPORTS

A. Flower Street Task Force *(Darryl Holter)*

Darryl Holter reported on the December 1, 1999 meeting that was held at St. Johns. He received updates from Bob Harris regarding the students and the activities with the Orthopedic Hospital. If anyone would like to a copy of the review from Bob Harris his number is 213-740-9341.

B. Marketing Committee Report *(Eloise Helwig)*

Eloise Helwig along with Darryl Holter and Ashod Mooradian updated the board about the marketing companies. The four firms are DDCC with Ruth Drizen-Dohs as the contact, Opus with Tracy Bechtold as the contact, Mayerson Marketing with Nancy Mayerson as the contact, and VXR with Valencia Roner as the contact. Mayerson Marketing did not meet the budget. VXR added good ties with the current community activities. Drizen-Dohs is too expensive. The budget for this project is \$35,000 and that would cover the materials and on-going support. The two front-runners are VXR and then Opus. Darryl proposed to meet with VXR once again so Eloise could bring additional input to VXR proposal. Bing and Eska think we should go with VXR.

MOTION: To meet with VXR on December 3, 1999 at 10:00 a.m

Moved by: Bing Cherrie

Seconded by: Margaret Farnum

Vote: passed

V. OLD BUSINESS

A. BID Operations Report *(Ashod Mooradian)*

Clean Team Operations

Sweeping machine

- Has a slight mist that will not interfere with the city water runoff regulations.
- One person will operate the machine (a backup operator in case of sickness, days offs, etc.)
- The machine has a one-year maintenance program, which includes an oil change every 80 hours. The oil will approximately be changed every two weeks.
- The machine uses diesel and the cost will be \$15 per tank.
- There is a one-year manufacturer's warranty on the drive train.
- Another expense is the filter change which could be done quarterly.
- The sweeper will be painted teal.

Community Ambassador Program

- Lt. Lucero has done an outstanding job of running the safety patrols and has shown himself to be a creative and driven commander. Sgt. Palacios who runs our weekend patrols have shown himself to be a very able commander and we are fortunate to have him as such a strong second in command.

B. Advisory Committee *(Darryl Holter)*

Darryl Holter reported that the Advisory committee will be re-constituted as follows: Albert A. Salah, Peter W. Dauterive, Jim Garity, Richard Hagy and Jerry Goldberg. The committee will meet in the spring prior to the publication of the annual report. Eska brought up the point of adding the Advisory meeting date to the newsletter since it is open to the public.

C. Banner Update *(Ashod Mooradian)*

Ashod Mooradian reported on the banner situation. Passage of the new ordinance by the Los Angeles City Council has complicated matters for our banner sponsorship program. Although the ordinance contains provisions that give BIDs preferential treatment, on balance, the ordinance will not allow our banner sponsorship program to continue as it has in the past. Although a number of provisions defeat our ability to continue our banner program, the greatest obstacle comes from the 90-day permit limitation. Although a 90-day permit can be renewed for up to three additional 90-day periods, in practice this will not be the case for a number of reasons. First, the additional 90-day permits must be applied for after the end of the first 90-day period. In the mean time another organization can come in and apply for the banner location. Also, the city has permitted approximately 25,000 poles in all 15 council districts to hang "Millennium" banners for one year.

D. Historic Walking Tour *(Darryl Holter)*

Darryl Holter reported to the board that changes were made to the text and as soon as a copy is ready, all Board members will receive a copy.

VI. NEW BUSINESS

A. Director and Officer nominations *(Jim Gilson)*

In the absence of Jim Gilson, Darryl Holter recommended the following procedure for the election of half of the Board of Directors. All board members whose terms have expired are to be re-nominated to serve for a two-year term. The following motions were submitted:

MOTION: To nominate all board members whose terms have expired to a two-year term.

Moved by: Diana Price

Seconded by: Margaret Farnum

Vote: passed

Next was the election of the officers of the Board. The previous officers agreed to be renominated and the following motion was offered:

MOTION: To nominate the previous year officers for another term.

Moved by: Albert A. Salah

Seconded by: Fred Yadegar

Vote: passed

After these motions the elections were held and all nominees for the Board were elected and all nominees for Officers were elected.

B. ACLU Lawsuit against Downtown BIDs (*Ashod Mooradian*)

Ashod Mooradian reported to the Board that four downtown BIDs, namely, the Historic Core, the Fashion District, the Los Angeles Downtown Industrial District and the Toy District has been sued in a civil class action suit for the violation of civil rights, assault, battery, false imprisonment against the downtown homeless population. Approximately 25 named plaintiffs with over a total of 100 allegations of misconduct make out the factual basis of this class action suit. The attorneys for these plaintiffs and the class as a whole are the Law Firm of Morrison & Forrester and the Los Angeles Chapter of the American Civil Liberties Union (ACLU). The lead attorneys are David Marmelevisky of Morrison and Forrester and Mark Rosenbaum of the ACLU. Both of these gentlemen are highly respected and able trial attorneys. The good news is that the factual allegations do not seem to be credible and each BID has detailed records that either proves the incident never occurred or that the true circumstances of the incident were benign. The BIDs have all joined in a general denial to this lawsuit and have also extended a offer to mediate this lawsuit. ACLU as of today has agreed to mediation but that mediation has yet to occur. Overall, the fact that our BID was not named in this suit is the best news in this entire situation. Ashod, however did assure the Board that our procedures are categorically different from each of these named defendants. We are a true ambassador program with an “eyes and ears of the LAPD” philosophy and do not engage in arrests or carry defensive weapons as do the downtown BIDs. That is not a criticism, however, because the situation in downtown is very different from ours and in many ways, the choices they have made are probably necessary.

C. San Fernando Valley BID Conference (*Darryl Holter*)

Darryl Holter and Ashod Mooradian attended a BID conference at the Cal State Northridge campus. Darryl moderated one discussion and both Ashod and Darryl attended many useful workshops. Approximately 100 to 150 people attended the conference and included BID representatives from San Diego to Ventura.

D. March 2000 Clean-Up Day (*Ashod Mooradian*)

Ashod will be circulating a fax to choose a date for the clean up. The recommended dates are March 4, 11th, 18th, or the 25th. Ashod will be presenting the bonus checks to the Ambassadors and the Clean Team on December 24, 1999 at the Christmas party. All board members and officers are welcome to join the festivities.

VII. ADJOURNMENT

There being no further business of the Board of Directors, the meeting was adjourned at 1:50 PM.

MOTION: To adjourn this Meeting of the Board of Directors.

Moved by:

Seconded by:

Vote:

Approved this 11 day of January, 2000.

Darryl Holter, Chair

ATTEST:

Ashod Mooradian, Executive Director





The linked image cannot be displayed. The file may have been moved, renamed, or deleted. Verify that the link points to the correct file and location.

Minutes...

FIGUEROA CORRIDOR PARTNERSHIP BOARD OF DIRECTORS MEETING 12:00 PM, Tuesday, November 9, 1999

BOARD OF DIRECTORS	PRESENT	ABSENT
<i>Darryl Holter</i>	✓	
<i>A. Bingham Cherrie</i>	✓	
<i>Eska Wilson</i>	✓	
<i>James R. Gilson</i>	✓	
<i>Margaret Farnum</i>	✓	
<i>Eloise Helwig</i>		✓
<i>Steve Needleman</i>		✓
<i>Andy Stamatini</i>	✓	
<i>Veronica Becerra</i>	✓	
<i>Diana Price</i>		✓
<i>Scott Dobbins</i>		✓
<i>Tony Villari</i>		✓
<i>David Nisenbaum</i>		✓
<i>Steve Miller</i>	✓	
<i>Father David Pansini</i>	✓	
<i>Albert Salah</i>	✓	
<i>James Meyer</i>		✓
<i>Maria Lyons</i>		✓
<i>Fred Yadegar</i>	✓	
<i>Peter W. Dauterive</i>	✓	
EX-OFFICIO DIRECTORS	PRESENT	ABSENT
<i>Robert Taylor, Deputy Chief, USC Public Safety</i>		✓
<i>David Roberts, Field Representative, CD 9</i>	✓	
<i>John Sheppard, Field Representative, CD 8</i>		✓
<i>Clifford Green, Chief, Exposition Park Public Safety</i>		✓
<i>Michael Chambers, Captain, Southwest Division, LAPD</i>		✓

STAFF MEMBERS/GUESTS	PRESENT	ABSENT
<i>Ashod Mooradian, Executive Director</i>	✓	
<i>Leticia Rodriguez-Campos, Executive Assistant</i>	✓	
<i>Sgt. Virgil County, LAPD Southwest Division</i>	✓	
<i>Georgia Borathgvicks, USC Dept. of Public Safety</i>	✓	
<i>Alex Guillon, LA Neighborhood Housing Services</i>	✓	

3982 South Figueroa Street,

Suite 207

Los Angeles, California 90037

tel

213.746.9577

fax

213.746.7876

I. CALL TO ORDER

A. Darryl Holter convened the meeting at 12:18 p.m.

II. SPECIAL BUSINESS *(Darryl Holter)*

Darryl Holter announced the presence of Alex Guillon from Los Angeles Neighborhood Housing Services at the Board meeting. Mr. Guillon represents an entity that had a member on the Board previously but that member stepped down and no replacement was named. The following motion was made:

MOTION: To nominate and approve Alex Guillon as a Board member

Moved by: A. Bingham Cherrie

Seconded by: Peter W. Dauterive

Vote: passed

III. APPROVAL OF MINUTES

Peter W. Dauterive moved to approve the October 12, 1999 Board of Directors meeting minutes. F. David Pansini seconded the motion, which passed.

IV. FINANCIAL REPORT *(Eska Wilson)*

Eska Wilson reported on the financial condition of the Figueroa Corridor Partnership and distributed a Treasurer's report current as of October 31, 1999. Eska reported that the actual receipt of assessment funding has exceeded the budgeted figure of \$450,000.00 by \$19,000.00 bringing the total to \$469,000.00. Andy Stamatin asked whether or not all property owners have paid their assessments. Eska responded that Ashod is awaiting the accounting from the City Clerk's office that could answer that question. Eska continued that we are 83% through the budget and have used 65% of the overall expense budget.

MOTION: To accept the Treasurer's report.

Moved by: James R. Gilson

Seconded by: Andy Stamatin

Vote: passed

V. COMMITTEE REPORTS

A. Executive Committee Report *(Darryl Holter)*

Darryl Holter reported on the actions of the Executive committee at the meeting held on October 5, 1999. Darryl stated that most of the actions of the committee are on the agenda and will be taken up in their turn. However, the committee has approved the contribution of \$500.00 to a legal defense fund to fight the action of the LA Ethics commission regarding the status of management board members.

B. Marketing Committee Report *(Eloise Helwig)*

In the absence of Eloise Helwig, Ashod Mooradian reported to the Board of Directors that the Marketing RFP process is moving forward with the submission of four firms already received. The interviews will be scheduled for later this month and a follow-up report at the next board meeting.

VI. OLD BUSINESS

A. BID Operations Report *(Ashod Mooradian)*

1) Community Ambassador Program

- ✓ Program Performance - since my last report, the Ambassador program has continued to outpace my expectations in the areas of merchant relations and safety patrol response times. One example is the events that have transpired at the McDonald's Restaurant on 28th & Figueroa. On at least 3 occasions, the manager of the store has had aggressive panhandlers at the drive-thru window and in the dining area. In each instance, the Ambassador on patrol was able to respond to the scene within 2 minutes and resolve the problem. Also, in each case, the panhandler respected the authority of the Ambassador and did not return to his activity as soon as the Ambassador left the scene. Turnover has also occurred due to normal attrition.
- ✓ Supervisor Performance - the operational supervisor of our Ambassador program, Lt. Mike Lucero, has been doing an outstanding job. He commands respect of his team, works well with the Executive Director on issues of program strategy, resource allocation, and overall direction. He has shown himself to be creative and dedicated and is pro-active in his approach to his work.
- ✓ 90 Day Pay Increases - as per our contract with Burns International Security Services, all guards that have completed 90 days of service (probation period) with the Figueroa Corridor Partnership are to be evaluated for retention and if favorable, given a 25 cent raise. Of the existing crew, two Ambassadors, Lt. Mike Lucero and Sgt. Alex Palicios will be taken off 90 day probation and receive their first raise.
- ✓ New Bikes from DWP - 4 new bikes have been approved for delivery to the Figueroa Corridor Partnership. These new bikes are needed to serve as spares and for future expansion or increase of the number of bike officers on patrol.
- ✓ Safety Coalition Re-Start - after the end of the contract with the last Security Company, the weekly Safety Coalition meetings that were taking place at 8:00 am every Wednesday were suspended. Now that the new crew is adapted and accepted by the community, these meetings will re-commence starting December 1, 1999.

2) Clean Team Operations

- ✓ Program Performance - since my last report, the Clean Team program has continued their outstanding job of keeping the Figueroa/Flower corridor swept, litter free and graffiti free.
- ✓ Supervisor Performance - the operational supervisor of our Clean Team program, Alex Cervantes, has been doing an outstanding job. He has jumped into his job with passion and dedication. His addition to our program will produce even better results than we have seen so far.

- ✓ 1978 Ford F-250 Truck - the vehicle will be ready for delivery within a week. The issues remaining to be resolved is the affordability of insurance. I have contacted Diversified Risk, our current agent, for a quote and AAA Club.
- ✓ Tennant "Litter Hawk" - delivery expected no later than January 1, 2000.

3) Administrative Operations

- ✓ New Assistant Hired - in accordance with a previous Executive Committee meeting directive, I have found a candidate for the position of Executive Assistant. Her name is Leticia Rodriguez-Campos, she is a graduate of ASU with a degree in Agribusiness. Her last job was with the Arizona Diamondbacks as the Assistant Director of the Ticket Operations. She has accepted the pay of \$10.00/hour with a 20-hour week. She would work from 8:30 am to 12:30 pm, Monday through Friday.

B. Advisory Committee/Ethics Commission (Darryl Holter)

Darryl reported to the Board that the Los Angeles Ethics Commission still seeks to hold the Advisory and Management Board to be "local public officials" such that the board members will have to comply with disclosure and ethical guidelines set up by the commission for the BID. Darryl outlined the following course of action:

- 1) John Lambeth has been hired to go to the Fair Political Procedures Commission to get a ruling that holds that the board members are not "local public officials" and consequently not required to comply with disclosure or other ethical guidelines;
- 2) The BIDs collectively will ask Gil Cedillo to sponsor a trailer bill to clarify the BID enabling legislation so that this problem will not arise again.
- 3) Re-formation of the Advisory Board in the mean time with members who can comply with existing regulations.

Darryl also asked for a confirmation of the Executive Committee's action to contribute \$500.00 to the defense fund set up to pay for Mr. Lambeth's services. The following motion was made:

MOTION: To contribute \$500.00 to Defense fund.

Moved by: Andy Stamatina

Seconded by: Margaret Farnum

Vote: passed

C. Banner Program Update (Ashod Mooradian)

Ashod distributed a copy of the proposed banner ordinance from the Chief Legislative Analyst (CLA) staff. The Executive Director, along with Judy Schwartz of the CCA, have forwarded our comments regarding the effect of the proposed ordinance on our sponsored banner program. In some regards, the situation has improved since our October Board meeting. For instance, BIDs are exempted from many of the provisions of the proposed ordinance especially in regard to the evenly spreading of banners throughout all 15 council districts if the total number of banners exceeded 200 and grace period given to take the banners down at the end of a permit period. In relation to fees, we have won a partial victory. The banners that simply have the BID logo or marketing tagline would have no pole fees and could hang for an entire year before re-application would have to take place. However, any BID banners with the names of businesses would be charged \$25.00 per pole, could not be placed in front of the sponsoring business and

the sponsored portion could only take up 20% of the entire banner area. The duration of the permit is not specifically indicated but these sponsored banners should be given the same ability to be hung for one year.

D. Historic Walking Tour *(Darryl Holter)*

Darryl reported that the walking tour is finished. It consists of 20 historical points of interest throughout the BID area. The tour starts at Patriotic Hall and works its way through University Park and ends in Exposition Park. A copy of the Walking Tour data should be available for the next Board meeting.

VII. NEW BUSINESS

A. Landmark ID Contest *(Darryl Holter)*

Darryl reported on an idea that he saw the Entertainment district promote with the Downtown News called the Landmark ID Contest. The contest consists of various pictures of architectural and other landmarks and any reader who can identify them all will win a prize. Darryl thought the same concept could work in our district and asked the Board members to submit landmark photos for consideration.

B. Marketing RFP & Selection Process *(Ashod Mooradian)*

(subject matter covered in Marketing Committee Report)

C. Economic Alliance of SF Valley BID Conference *(Darryl Holter)*

Darryl reported to the Board that the San Fernando Economic Alliance is holding a BID conference at Cal State University at Northridge on December 9, 1999. The conference will focus on issues relating to BID management and will feature many Los Angeles BID colleagues as well as Darryl himself as speakers. The conference fee is \$20.00 at the door and Darryl encourages any board member so inclined to attend.

D. 2000 Annual Elections of Directors *(Darryl Holter)*

Darryl reported to the Board members that the Secretary Jim Gilson would be contacting all Board of Director members to ask for nominations for new board members and board officers. The election will occur at the next Board of Directors meeting.

E. Flower Street Task Force *(Darryl Holter)*

Darryl reported to the Board members that the Flower Street Task Force will have another meeting next month on December 1, 1999 at St. John's Episcopal Church. The task force is hard at work and currently has the following activities underway:

- 1) Orthopaedic Hospital master plan
- 2) Prof. Robert Harris' Graduate student projects on the Figueroa Corridor
- 3) Survey of Flower Street property owners
- 4) LADOT/MTA improvements on Flower Street (similar to Figueroa Street's treatment)

VIII. ADJOURNMENT

There being no further business of the Board of Directors, the meeting was adjourned at 1:19 p.m.

MOTION: To adjourn this Meeting of the Board of Directors.

Moved by: Eska Wilson

Seconded by: Andy Stamatina

Vote: passed

Approved this 16th day of December 1999.

Darryl Holter, Chair

ATTEST:

Ashod Mooradian, Executive Director

